

ABSTRACT

The invention relates to a method of donating to charity in which a member shopper recruited by one member merchant, by making a purchase at any member merchant, makes a donation to a charity selected by the member shopper. The 5 method comprises receiving a contribution request from the member merchant, the contribution request being responsive to a purchase made by the member shopper at the member merchant and comprising a member shopper identifier, a member merchant identifier, and a purchase amount; associating the member shopper identifier with fields in a database associated with the member shopper, the member 10 shopper's fields including a list of at least one charity previously selected by the member shopper; associating the member merchant identifier with fields in a database associated with the member merchant, the merchant's fields including contribution instructions; storing data relating to the purchase in the member shopper's fields; donating to at least one selected charity, the amount of the donation 15 being based on the purchase amount and the merchant contribution instructions; and, for the member merchant that recruited the member shopper, generating a report that includes information about the purchases made by the member shopper.

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